

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 24, 1997

RJR Account #088080

Ms. E. Johns

J. A. CALDERON CO.

DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Eileen:

DORAL \$1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **53** SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
<u>2</u>	<i>Doral Light</i>	12300-24698
<u>2</u>	<i>Doral Light 100</i>	12300-24750
<u>1</u>	<i>Doral Lt Men 100</i>	12300-24752
<u>2</u>	<i>Doral FF 100</i>	12300-24751

Product / Premium Arrival: **January 5, 1998**

Ship Date to Retail: **Week of: January 19, 1998**

Displays (Item #535481)

SKU CUBE: **0.4965**

SKU WT (w/o Product): **1.5625 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT \$ Amount: **\$1,057.30**

51845 6582

-2-

\$1.00 2-Pack Tear Tape
J. A. CALDERON CO.

Promotion Description:

Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$34.30 (2.45 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: A. Zecca

L. E. MacWilliams

Att: Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN50DOR.DOC

51845 6583

WHOLESALE : 088080 J. A. CALDERON CO., INC. <DIRECT>
 TEMPLATE : 800004 80100 DOR JAN \$1/2 NO
 TEMPLATE SEQ : 0023
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162232	354171	CLYDE BARGIN CENTER	79 GLASGOW ST	CLYDE	NY	14433	1	NYS			(315)923-2031
162602	162630	679258	TUBBY'S DELIRAUNT	1097 LONG POND RD	ROCHESTER	NY	14626	1				(716)227-0120
162602	162621	684550	RITESIDE MINI MKT	2709 CHILLI AVE	ROCHESTER	NY	14624	1				(716)426-2151
162602	162630	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	1	NYS			(716)637-9893
162602	162621	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	1	NYS	0990-0000		(716)426-5140
162602	162630	268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	1	NYS			(716)964-2430
162602	162621	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	1	NYS			(716)458-1770
162602	162630	539162	STOP-N-SHOP	692 MANITOU RD	HILTON	NY	14468	1	NYS			(716)392-5080
162604	162624	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	14445	1		0362-0102		(716)381-5764
162604		651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	1				(716)454-0515
162604		652088	JOE'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612	1				(716)254-4540
162604	162630	657232	MATHIAS PATRAWALA I	1475 W RIDGE ROAD	ROCHESTER	NY	14615	1		0362-0102		(716)663-3059
162604	162621	664259	ZIADS MEATS & GROCE	452 PARSELLS AVE	ROCHESTER	NY	14609	1				(716)654-6497
162604	162624	696058	LAKEVILLE GENERAL	5763 MAIN ST	LAKEVILLE	NY	14480	1				(716)346-5222
162604		705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	1				(716)663-8110
162604		728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				(716)274-4850
162604		743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	1				(716)288-2540
162604	162225	752618	LIGHTNING EXPRESS	6 MOUNT MORRIS RD	LEICESTER	NY	14481	1				(716)382-9510
162604	162620	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	1		0990-0000		(716)266-5284
162604	162621	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	1				(716)546-7140
162604	162621	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	1				(716)271-1390
162604	162621	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623	1				(716)328-8770
162604	162630	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1				(716)663-4232
162604	162621	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	1				(716)461-4497
162604	162620	524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	1				(716)377-568
162604	162620	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	1				(716)482-7547
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	1				(716)254-4910
162604	162620	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1	NYS			(716)377-0631
162604	162630	549096	STOP N SHOP MOBIL/F	2044 LATTA RD	ROCHESTER	NY	14612	1	NYS			(716)663-4353
162604	162620	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	1	NYS			(716)482-7920
162604	162630	268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	1	NYS			(716)663-3970
162604	162621	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611	1	NYS			(716)235-2269
162604	162621	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1	NYS			(716)244-6310
162604	162630	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1	NYS	0990-0000		(716)227-2157
162605	162620	578794	DOLLAR&MORE STORE	2 W MAIN ST	SODUS	NY	14551	5		1149-0000		(315)483-0943
162605	162232	602879	DOLLAR & MORE STORE	DBA DOLLAR & MORE	LYONS	NY	14489	5		1149-0000		(315)946-9601
162605	162620	679346	DOLLAR & MORE	6144 STATE ROUTE	WILLIAMSON	NY	14589	5		1149-0000		(315)589-3093
162605		722996	JW MALCHO ENTERPRIS	DBA THE STATION	MACEDON	NY	14502	1				(315)986-5600
162605	162232	724735	J&S DISCOUNT STORE	118 EXCHANGE ST	GENEVA	NY	14456	1				(315)789-0680
162605	162620	503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	1	NYS			(716)223-7645

PAGE BREAK TOTAL ACCOUNTS 40 TOTAL QUANTITY

TEMPLATE TOTAL ACCOUNTS 40 TOTAL QUANTITY

***** END OF REPORT FOR PROMOTION 800004 *****

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

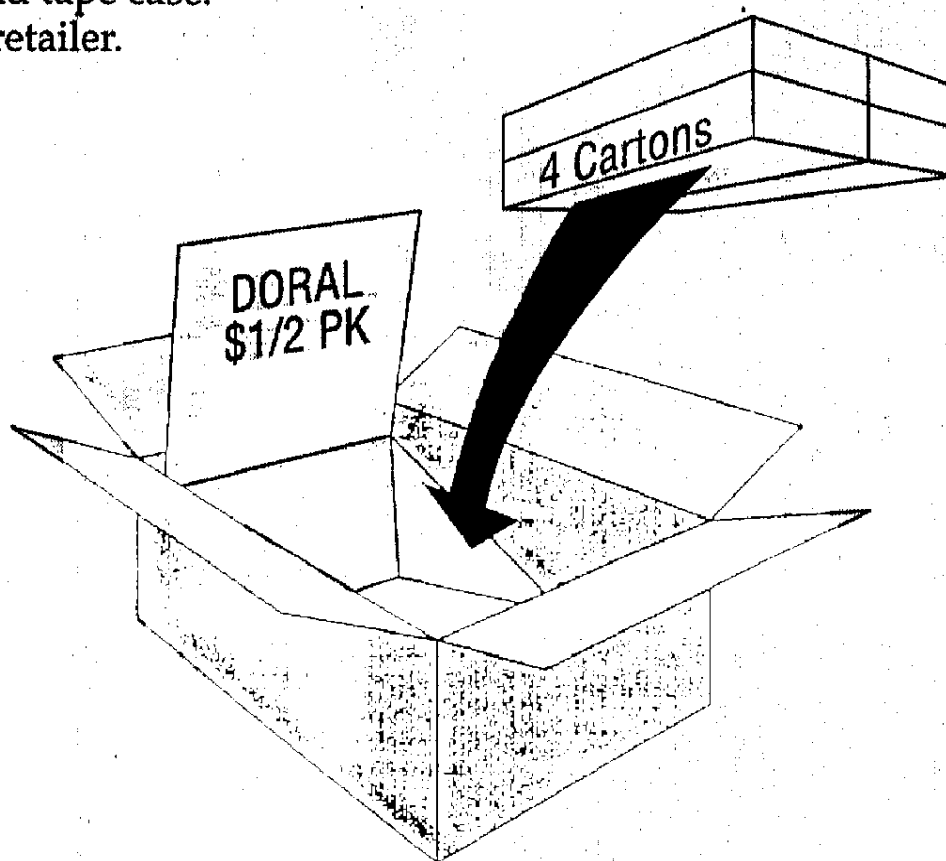
1ST QTR. '98

January DORAL \$1.00/2 PK

(\$1.00 off 2 packs—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL \$1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 535481 - Pack Outlets

535625 - CTS Pack

Description: DORAL \$1/2 PACKS Display / POS kit

* Pack 4 ctns per Display
4 styles may not be
shipped to all Direct Acct.

Brand Style	LIGHT	LIGHT 100	LIGHT MEN 100	FF 100		
Number of Cartons	/	/	/	/		

51845 6585